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## Episode 491: Anne Mahlum: Boutique Fitness Forecast & Trends for 2023 April 5, 2023

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[TRANSCRIPT]

[0:00:06] (Dori Nugent): For the last two years, online training has led the leaderboard as one of the top fitness trends. But 2023 is here to sprinkle a few new trends onto the scene. In today's episode The Fitness Forecast, my guest shines light on what is ahead for the fitness industry. Sit back and take a listen to entrepreneur, philanthropist and Ted Talk speaker Anne Mahlum today on the Fitness Business podcast. There is no better way to expand your fitness brand than to get published.

[0:00:46] (Dori Nugent): Media outlets are looking for people to tell their story, but they won't chase you. You need to pitch them the value that you will bring to their listeners or audience. James Patrick's episode number 442 is the perfect listen to give you a good baseline on where or how to start when it comes to getting published. Give it a listen. That's episode number 442 with James Patrick. Hi, I'm your host, Dori Nugent, and I have a great show for you today.

[0:01:25] (Dori Nugent): My guest, Anne Mahlum is the epitome of a go getter, and it's of no surprise that her most recent fitness venture is entitled Ambition. Anne Mahlum is founder and former CEO.

[0:01:37] (Dori Nugent): Of the well known nonprofit Back on My Feet.

[0:01:40] (Dori Nugent): She also is the founder of [solidcore], which is a fitness boutique with over 85 locations. Plus, she recently founded Ambition, which is her newest fitness and wellness venture. You'll be impressed by her pulse on the industry, as well as her confidence that the traditional brick and mortar is.

[0:01:57] (Dori Nugent): Still a fan favorite.

[0:01:58] (Dori Nugent): For a complete workout, Anne's episode will.

[0:02:01] (Dori Nugent): Start in about two minutes.

[0:02:02] (Dori Nugent): First, a huge thank you to our newest sponsor, Bodymapp. As we know in the fitness world, what you don't measure, you can't manage. In today's world, it's never been more important to show the impact your programs are having on your customers. If you're looking to offer an affordable and accessible technology to measure your clients, we've got just the thing for you Bodymapp's 3D body Scanning technology.

[0:02:27] (Dori Nugent): With Bodymapp, you can offer your customers a truly personalized fitness journey. The Bodymapp 3D Body Scanning app provides a complete picture of your customer's body composition, allowing you to tailor workouts and nutrition plans that are customized to their individual needs. The best part, there's little to no upfront or committed cost to your business. That's right. You can partner with Bodymapp and offer this cutting edge technology to your customers without any financial burden on your part.

[0:02:58] (Dori Nugent): So what are you waiting for?

[0:03:00] (Dori Nugent): Partner with Bodymapp today and unlock the power of 3D body scanning for your business. I was able to spend some time with the Bodymapp team this year at the Ursa Conference. They are so amazing and their technology is so advanced. Do your business a favor and check out their website, [www. Dot Bodymapp](http://www.DotBodymapp.com). That's with two PS.com.

[0:03:25] (Dori Nugent): Get your pen ready. Now for MyZone's fitbispiration.

[0:03:30] (Dori Nugent): What are three pieces of advice for clubs to flourish in 2023.

[0:03:35] (Anne Mahlum): Three pieces of advice. One, know your audience, know who you are targeting. I think that's really important. Two, don't forget about the little things. Wherever your touch points are in your club or studio, however many that is, make sure you nail that, whether it's the locker room, the bathrooms, the shower, the coach, what kind of experience are you trying to deliver? Don't give people a reason to not come back for those touch points.

[0:04:07] (Anne Mahlum): And I think three is remembering to communicate with your members and clients outside of the studio in a way that works for them. A lot of people are sort of, oh, we need to email. And I'm like, people don't. I don't want to be using email by the end of 2023. And I'm 42, so if I don't want to be using email, that means a lot of other people don't either. So I think paying attention to the medium in which people want to be communicated with.

[0:04:33] (Dori Nugent): Next week, the founder of School of Grit, Brad Ritter, joins me on the mic. Brad talks about optimizing your life through grit and mental toughness. Along with the steps and the advice to help you achieve this personal goal, brad has also authored a book entitled School of Grit unlock your potential through purposeful adversity, which I

have had the pleasure to read. After this week's full interview, I'll introduce you to Brad through our Quick Firefly segment.

[0:05:04] (E): Stay tuned, professional facilitation with a group of non competing owners. To stay ahead of the industry curve is the USP of Rexroundtables. To find your local roundtable, go to [rexroundtables.com](https://www.rexroundtables.com). That's Rexroundtables.com.

[0:05:21] (Dori Nugent): You have waited long enough. It is time to get started with today's episode fitness business podcast.

[0:05:27] (Dori Nugent): Family, please welcome Anne Mahlum to our show today. And listen, before we even get started, I'm just going to say this, that she has already lived like five lives and you have accomplished more than somebody that's 80, 90 years old. My hats off to you.

[0:05:48] (Anne Mahlum): Well, thanks. I feel like I have a productivity problem sometimes, but I've said that about my life. I would love at the end of my life to feel like I've lived multiple lives and had all those different experiences. So far, so good.

[0:06:02] (Dori Nugent): So far so good.

[0:06:04] (Anne Mahlum): This is why we wanted you to.

[0:06:05] (Dori Nugent): Come on to the fitness business podcast because, listen, I've already read your resume to our listeners and it's just phenomenal. So I think you're just the perfect person to come on here and kind of just give us your opinion and your forecast on what you see coming to the fitness industry in 2023. Looking ahead to 2023, what do you feel is in the forecast for the fitness industry? We all know that the pandemic had kind of everybody on that path of self care and working out with the at home peloton.

[0:06:41] (Dori Nugent): Do you see that continuing as the trend or do you see that shifting?

[0:06:46] (Anne Mahlum): I think it's already shifted. I can speak to our own business and having conversations with people in the space. History repeats itself, and when you have a crisis in a moment in time, it doesn't last. People's behavior had to change during the pandemic. And I also feel, I feel like it's this battle of like, in person or at home, there's enough room for both of those categories, right? There's always going to be people who want to work out at home because whether they've got a different type of schedule, they just aren't an in person worker outer. They've got kids, whatever it might be. So there's going to be a market there for that.

[0:07:23] (Anne Mahlum): And there's a huge market for in person fitness that does it really well. There's high end fitness. There's of course, the low cost, high volume sort of business, and there's just enough different people out there. We have always for [solidcore], and my own personal beliefs have been very bullish on in person experiences. And I can speak to [solidcore] is recovered 130 plus percent from pre COVID numbers, which tells you that people really missed being in environments. And part of that story to me isn't even just about fitness. They've missed being outside of their home. And I just don't think people want to work at home, live at home, eat at home, work out at home, socialize at home, entertain at home.

[0:08:11] (Anne Mahlum): We want to be social and be sort of out in the world. And when you can couple and experience the experience being really great and what people are walking into and a good product, I think you're setting yourself up for success. So at [solidcore], we really never went the digital space. There were people who pivoted their businesses, and we were like, we don't know how to do that. For one, we aren't a digital media company, and we're not going to go compete with Apple, with Peloton, with these folks who frankly raised hundreds of millions of dollars to be able to provide that service.

[0:08:47] (Anne Mahlum): We knew what we were really good at, and we were like, we're going to be the best at this. We want to compete in this

space. And we're doubling down on our growth, and we're doubling down on investing in our studios and driving people into Solid core because we highly believe in the experience that we provide as well as the quality of the workout that we deliver. And I think that's why we're seeing continued success at the brand, is because we're doing those things consistently now.

[0:09:14] (Anne Mahlum): We also tell folks we're not for everyone solid core for those who have taken it and know that it's really hard, and it's not for somebody who maybe doesn't love to sweat or be challenged or work out. We all have a different relationship with fitness. Some of it's just about moving our body mental health. Some of it's about challenging ourselves. So another forecast, I think, is the people who end up winning in the categories are people who really hone into knowing who their demographic and customer base is and knowing how to get in front of them and delivering on the marketing message that you are getting in front of them.

[0:09:52] (Anne Mahlum): So if I tell you what to expect at [solidcore] and you come to Solid Core and it's very different than what the ad, you're going to lose that person. So the consistency in the message is also what I think helps the different category winners in the different departments.

[0:10:11] (Dori Nugent): I think we can all appreciate that you're very clear on and we'll use Solid Core as an example. You're very clear on what Solid Core is, how Solid Core is run and who Solid Core is for. And I appreciate that because I do feel there's a lot of boutique fitness businesses out there that it's a little muddled, it's a little gray area and I appreciate that.

[0:10:31] (Anne Mahlum): Yeah. And that's never a brand. When you ask people the brands they resonate with the most, they should be a little controversial, right? They should be like either people like almost polarizing people that love it or they hate it because it shows you they have an identity. And our last brand campaign for [solidcore], we

doubled down and said we're not for everybody. And you have a lot of places that say like anybody can do this.

[0:10:52] (Anne Mahlum): And so if you're targeting everybody then what's the environment in the brand? And again, the type of person that's in there and we're like there is a type of person that does Solid Core. They're super ambitious. They like to work hard. They want to challenge themselves. Like when I meet somebody and they tell me they do Solid Core three or four times a week, I know exactly the type of person. They're probably killing it at work. They probably graduated from school early.

[0:11:17] (Anne Mahlum): They're up at 05:00 A.m.. They just want to squeeze every ounce of potential out of themselves and out of the life that they're living in and Soligor offers them that environment to be challenged in that way. Where Planet Fitness across the street from me wants you just to come in and move your body. They're not going to pressure you to work hard. They're just like, hey, come in as you \$20 a month, \$10 a month, whatever it is, come in here, do your own thing at your own pace with your headphones in and that's what that experience is and that works for a lot of people. That's just not what we are.

[0:11:55] (Dori Nugent): Listen, there's no denying that you've had a lot of success with your fitness businesses, right? So you're obviously that success. You're getting the pulse on the industry from somewhere. Where do you feel that you get that pulse from? Where does that come from that you just seem like you know what direction to go.

[0:12:12] (Anne Mahlum): I think it's because I live it I took Solid Core this morning at 07:00 A.m., right. I'm in the space, I'm having conversations. I'm, of course, doing, reading and talking to other people in this space. But I'm also experiencing it. And it's a really great segue to the fact that I'm starting a new fitness concept which opens in New York City in early March called Ambition and Dori. I was this past winter, February, March, was running around all of the concepts in New York, and I'm like, gosh,

me and all my friends are spending \$500 to \$1,000 a month on these experiences, which, again, I love doing. But there's got to be a better way.

[0:12:51] (Anne Mahlum): And so Ambition is taking four concepts and putting them underneath one roof where you can get multiple modalities, you can get multiple different types of workout, all in a group fitness setting that you don't feel like. You go to Solid Core, you get one workout. You go to Soulcycle, you get one workout. You go to Rumble, you get one workout. We want it to be more of that one stop shop for folks and also add in some education and sophistication around the workouts to help people achieve what they're there to achieve, whether that's more muscle mass, whether they want to lose weight, more flexibility, agility.

[0:13:25] (Anne Mahlum): Our workouts can cater to those goals that people have for themselves instead of just like, well, this is all we offer. Sorry if it doesn't work for you.

[0:13:35] (Dori Nugent): So, fitness experience, definitely the word community comes to mind. And I feel like community is going to be a key word for 2023. How do you factor this word into your companies? So, like, for instance, [solidcore] is well known for its community in the sense of, you know more than just their name. I feel like you get to know the person. It's not just a surface level. You go a little deeper with that and you're also rooting them on. So how do you feel that this word community is going to fit into 2023?

[0:14:12] (Anne Mahlum): Yeah, sometimes people talk about they'll say things like, oh, that place has no community. Community is culture. And so there's different types of communities that are out there. And community is built through consistent actions and behaviors. And that's the same thing for culture. You can't say your community is X if that's not what is happening on a day to day basis. So community for us is accountability.



[0:14:36] (Anne Mahlum): It is. Our coach knows your name. They are required to learn and know your name and say your name in class because that's the personalization that we want Solid Core to offer. It's why there's not 60 machines in a room. Our average studio has like 17 machines. So we can provide that more personalized experience. And people come to rely on that. They know that if they don't show up for a class, that that spot is going to be open and their coach is going to notice so a lot of our community and culture is built into showing up and accountability and that's a big part of our brand.

[0:15:10] (Dori Nugent): How do you take what you kind of are predicting, right, for the future of fitness and implement that into your newest adventure, which is Ambition?

[0:15:21] (Anne Mahlum): Yeah, I think again, there's no place in New York City that you can go to that has more than one sort of type of workout there. So Ambition is 6000 sqft on average. There's two rooms, one is heated, one is not. We have a strength class and an athletic conditioning class that is in the non heated room. And then we have an athletic inspired yoga class and then a deep recovery stretch class in the other room.

[0:15:47] (Anne Mahlum): And like I said, I think the variety for folks to be able to have a fitness journey in one place with one experiential membership, where the coaches and the staff there is going to be super knowledgeable to be able to answer your fitness questions. And I love the boutique fitness industry, but it has been much more experiential than it has been educational. And that's a gap that Ambition is trying to help solve. To make sure that people again have the variety and understand the importance of the diversity of your workout and why if you are looking to lose weight or looking to improve your flexibility, we can create different paths for you within the workout structures that we have at Ambition to help you achieve those goals. And I think it's really missing out there right now. I think it's more of a checkboxing exercise of oh, I worked out today and there isn't a lot of structure around the goals

that people are trying to achieve. So in essence, we're putting a little bit more personal training back into the group fitness space.

[0:16:53] (Dori Nugent): And I'm going to just go off.

[0:16:55] (Dori Nugent): Script here for a second and just because sitting here listening to you and all the new locations that you're opening with solid core and then you've got Ambition coming up. One question that we get asked over and over again here at the Fitness Business podcast is people are really struggling with hiring and finding employees. Loyal employees, trustworthy employees, dependable employees. What have you done with opening all these new locations to make sure that you have the right staff in place that you can trust them when you're not there in the building?

[0:17:31] (Anne Mahlum): I think it's a great question. I think it's two things. One, people need to feel trusted, right? So if you off the bat, make them feel like you don't trust them. We don't do the whole secret shopper thing, right? Like I'm going to come in here and catch you doing something wrong. Our culture is not really built off of that. It's respect, appreciation, feedback, listening. What can we be doing better?

[0:17:55] (Anne Mahlum): The same attention we give our clients around, knowing their name, knowing who they are, we don't ask for feedback on every single issue at Solid Core, every single question we have. But I think we do a pretty decent job of making sure people feel appreciated and noticed and that we're taking them into consideration and asking their opinion when we're making policy changes that affect them. So that's one thing.

[0:18:18] (Anne Mahlum): Two is people have options of where to work, and I recognize that. So I would rather pay people well and bring them into support. Ambition and Solid Core dory full time employees that work at both of my companies are part of an Ltip, which is a long term incentive plan that they will get a payout when the company sells. So we raised \$50 million last year for [solidcore] out of my own equity. I wrote a

check for \$600,000 to my employees to make sure they got some of that, knowing that I didn't get here on my own.

[0:18:51] (Anne Mahlum): You guys helped make this happen. And it's moments like that where those are times to not just say you appreciate them, but it was a financial opportunity for me to show them that. So the same is true at Ambition. I mean, our coach rate for the classes is \$150 a class, and we're hiring full time coaches at \$110,000 a year. I want the best of the best, and I don't want them to have to struggle financially and have to have three jobs. And then they're coming and giving me 70% at Ambition because they've been up since five in the morning coaching three classes here and then over here to make ends meet.

[0:19:26] (Anne Mahlum): I would rather them be financially secure because I know that's going to best serve the business and we're going to make more revenue and more profit from that. And turnover is expensive, and I think a lot of people try to pay people the least amount possible, and people then take those jobs and they wonder why they don't have a high level caliber of employee. You're not paying them enough and you're not incentivizing them enough.

[0:19:50] (Dori Nugent): So out of all of your employees, let's just say, where do you think most of your employees come from? Are they participants or are you getting just people randomly applying? Where would you say the majority of your hires are coming from?

[0:20:06] (Anne Mahlum): Yeah, it's evolved in the beginning. Most of the people that I would hire had never coached fitness before, and I would say to them, I saw how they were showing up in the studio and their energy and how they were connecting with clients. And I'm like, have you ever thought about coaching? And they're like, I don't have any fitness experience. I'm like, we can teach you that piece, but I can't teach the way that you connect with people.

[0:20:26] (Anne Mahlum): So we would approach a lot of folks and tell them we would train them on the Solid. We have a really robust,

comprehensive training to keep our clients safe and teaching you the technical side of coaching and the Solid Core workout. But we look for personality a lot. And the majority of our coaches don't have full time jobs doing other things. Like we literally have accountants, maybe not accountants, but we have lawyers or communication PR people.

[0:20:52] (Anne Mahlum): They do other things full time, and they coach at solid core six times a week because it gives them an opportunity to, one, have a side hustle, to do something that they really enjoy, where it feels like they get to step into a different role, where maybe their job doesn't allow them to be as energetic or public speak or motivate people. So we have a lot of part time folks who have full time jobs doing a lot of other things.

[0:21:19] (Dori Nugent): Okay, well, I have two questions left.

[0:21:21] (Anne Mahlum): Actually.

[0:21:21] (Dori Nugent): One is not really a question. I do want you to tell us a little bit about your podcast that's coming up. But before we go to that subject, I just want to ask you, what do you think, speaking of our fitness forecast, here is one thing that's going out for 2023.

[0:21:39] (Anne Mahlum): One thing that's going out. I have always had a hard time understanding the spinning industry. And I think you're sort of seeing I always sort of talk a little bit about like I think people are tired of spinning their wheels, literally and figuratively. I think that you're going to see less cycling studios. I think people want more innovation, and I'm seeing a lot more people move into resistance training and strength training, especially women don't do that's. A lot of our client base is women and they're getting more comfortable as they understand how important weight training is, not only just for the aesthetic look of their body, but long term osteoporosis prevention, feeling strong, preventing injury. So I think you're starting to see more of that education.

[0:22:25] (Anne Mahlum): So I think you're going to see the cardio aspect of things, particularly spinning less and less of those studios around town.

[0:22:33] (Dori Nugent): Okay, good. I like that. I kind of threw that one at you there out of left field. So great job answering that. Now let's go back to something you're comfortable with, and that is you have a podcast that is coming out.

[0:22:45] (Dori Nugent): Not that I want any of our.

[0:22:47] (Dori Nugent): Audience to leave the fitness business podcast.

[0:22:51] (Anne Mahlum): But they can listen to both.

[0:22:52] (Dori Nugent): There's room for more than one. I do believe in that. I know yours is a little different, so why don't you take a minute here and just tell everybody about your new podcast.

[0:23:01] (Anne Mahlum): Yeah, thanks for asking. So the podcast is called choose 90. And I have this sort of theory about how I live my life and trying to share with others to make sure that they can be successful. And choose 90. Means choose 90%. And I see people screw up when they try to go all in and 100% on things in their life and then they have a slip up or they break their diet rule or they miss a workout, and then it just spirals. And then they throw the progress out with the bathwater, and they end up just being like, well, what's the point anyway? I failed. And then you have the other side where you don't see enough consistency, where you see people really be focused Monday through Thursday and then the weekend, Friday, Saturday, and Sunday, folks tend to maybe overindulge, or all the rules go off the table, and they don't realize that weekends are 40% of your year. And so it's no surprise you're not making progress or moving at a speed where you're seeing yourself feel good about accomplishing your goals. So every podcast or, sorry, every guest on the podcast, what we're trying to do is help people achieve ultimate optimization in their career and their health and their

wealth. And so everybody that we're bringing on has had success in that area, kind of applying the 90 Ten methodology and giving their tips and advice and opinions on how they do that.

[0:24:22] (Anne Mahlum): So it sounds like your podcast, too. It's getting the credibility from folks of what they've accomplished. But this podcast is all about teaching people on how to do it, what's getting in their way, where to start, and getting different opinions from people who are sitting in places where I think a lot of listeners want to be sitting.

[0:24:51] (Dori Nugent): There is a quote that states, the best way to predict the future is to invent it. Anne is the perfect example of this quote. If she has a vision, you can surely bet that she will make it a reality. Thank you, Anne, for taking time out of your day to spend it with all of us. Anne is happy to answer any questions that you might have. I have posted her contact info on the FBP Show Notes. Show Notes can be found@fitnessbusinesspodcast.com

[0:25:20] (Dori Nugent): when you're there, hit the subscribe button so you don't ever have to search for them again. Once you subscribe, the Show Notes will be delivered to you each and every week in 30 seconds. I will introduce you to next week's guest, Brad Ritter.

[0:25:36] (JT): G'day, it's JT here, and I was talking to Blair Mckaney, the CEO of one of our sponsors, MX Metrics, the other day, and I gave him a hard time about his company's tagline defeating Mediocrity. By definition, that means he's excluding the majority of the market, but Blair just wouldn't budge. He only wants to work with operators who want to punch Mediocrity in the face, really smash it. So I've talked to a few of his customers, like Joe Shirelli from Gainesville Health and Fitness, and, yeah, it's for real.

[0:26:09] (JT): While Joe is a nice guy, he isn't satisfied with Mediocrity either. He's crushing it as well. So I'm still dubious about selling only to operators who want to defeat Mediocrity. But if this resonates with you, I reckon you should check them out, go to Mxmetrics.com. But remember,

only if you're interested in smashing mediocrity. Quickfire Five, sponsored by Hapana, the Quickfire.

[0:26:39] (Dori Nugent): Five segment is our way to introduce you to our upcoming guest. Take a listen and please welcome Brad Ritter to our show, founder of School.

[0:26:49] (Dori Nugent): Of Grit, Brad Ritter.

[0:26:51] (Dori Nugent): Brad.

[0:26:51] (Dori Nugent): Welcome to the quickfire five.

[0:26:54] (Brad Ritter): Hey, dory. Glad to be here. Let's do this. I'm excited.

[0:26:57] (Dori Nugent): Let's do it. We're going to start with question number one.

[0:27:00] (Dori Nugent): What is a top guilty pleasure?

[0:27:03] (Brad Ritter): Oh, sweets in particular. Donuts. I am a donut aficionado. Absolutely.

[0:27:08] (Dori Nugent): What is a habit or action that you do to be productive?

[0:27:13] (Brad Ritter): I'm a big fan of taking many breaks throughout the day. So if I've been going hard on the computer or having interviews, talking to customers, things like that, I'll usually take about five minutes and do a little breath practice, just clear my mind, rejuvenate or maybe go for a walk. Yes. I'm just a big fan of taking lots of mini breaks.

[0:27:35] (Dori Nugent): Love the mini breaks. We had a guest on Luke Carlson, and he liked to call it Clarity Breaks.

[0:27:41] (Brad Ritter): I love it.

[0:27:42] (Dori Nugent): That was pretty cool, where you just step away for like you said, it's.

[0:27:45] (Dori Nugent): Either a few minutes, maybe it's an hour, maybe it's two, but you just.

[0:27:49] (Dori Nugent): Shift your mindset for a little bit, shake it out and then come back and you usually are much more focused. So I love that. Great advice.

[0:27:57] (Dori Nugent): All right, number three, what's an activity.

[0:27:59] (Dori Nugent): That you do that calms you working out?

[0:28:04] (Brad Ritter): Calms me specifically, running, because I don't really enjoy running that much. I love the feeling afterward, but I just get into that flow state. Usually on a run and in particular when the weather is out, it's nice, sunny. That's the best for me.

[0:28:19] (Brad Ritter): Awesome.

[0:28:20] (Dori Nugent): Perfect.

[0:28:20] (Dori Nugent): Now, we'd love for you to recommend.

[0:28:22] (Dori Nugent): A book to our FBP family.

[0:28:25] (Brad Ritter): Oh, there's so many. I'm a big fan of David Goggins, so if you haven't checked out his first book *Can't Hurt Me*, I would suggest that and I would suggest listening to the audio version. It's amazing. I think he did a really good job with it. And you're going to get a lot of extra stories that aren't in the book.

[0:28:41] (Dori Nugent): I second you 1000%. Audio version is the way to go.



[0:28:47] (Brad Ritter): The way to go?

[0:28:48] (Dori Nugent): Yes. It's like an experience. Truly is an experience. The audio version. All right, now it's your turn, Brad.

[0:28:58] (Dori Nugent): I'm going to turn the mic over to you. You have about 30 seconds to invite all of our Fep family to your episode next week. Take it away.

[0:29:06] (Brad Ritter): All right, thank you. So I look forward to joining you all next week where I'm going to host you and take you through School of Grit. School of Grit is a couple of things. It's a best selling book that I launched last year and it's also a coaching platform and we coach on everything from physical to mental. Emotional intuitional and finally building up your warrior spirit. So I look forward to you guys tuning in with me next week.

[0:29:28] (Dori Nugent): All right, all you warriors out there, make sure you join us next week for Brad Ritter. The topic build your personal grits for Fitness business success.

[0:29:47] (Dori Nugent): If you are ready for a mindset shift, you will enjoy next week's episode, as my guest will help you unlock your potential through purposeful. Adversity, how can the fitness business podcast make your life easier? Subscribe to the [podcast@fitnessbusinesspodcast.com](mailto:podcast@fitnessbusinesspodcast.com) so I can easily slip the episode to you each and every week. Come on, let's be BFFs and hang out each and every week. We have some amazing companies that partner with us so that we can put.

[0:30:17] (Dori Nugent): An episode out each and every week.

[0:30:19] (Dori Nugent): To all of our FBP family, I'd like to take a second to thank them. First and foremost, thank you to our founding partner, Active Management. Our partners keep me myzone Hapana issa and Bodymapp I'd also like to thank our Advertisers Rex Roundtables and MX

Metrics. We believe what you leave behind is not what's engraved in stone monuments, but woven into the lives of others.

END OF EPISODE